

## A CONTENT PERSONALIZATION SYSTEM FOR MOBILE USERS

**ABSTRACT:** A ~~broadcast~~ receiver (10) containing an embedded computer (26) receives digital content such as news, sports, weather and stocks from broadcast. The ~~broadcast~~ receiver personalizes, i.e. filters and processes, the content received according to the user-chosen configuration software (82) loaded from a removable storage device (80), such as a compact flash card. The ~~broadcast~~ receiver displays, announces or writes to the same removable storage device the desired content. Without needing any user interaction, this ~~broadcast~~ receiver is well suited for the mobile environment. An interactive computer (70), as instructed by its user, writes the configurable software, including parameters, software programs and firmware updates to the removable storage device for use with the receiver. The interactive computer optionally downloads the configurable software, for example, the personal stock portfolio of its user, from Internet for use with the receiver.